



Our Mission

*To nurture, support
and sustain
the business
community of
Trent Hills.*



BOARD OF DIRECTORS

- Doreen Sharpe, *Past -President*
- Karen Gainor, *President*
- Neil Graham, *Vice-President*
- Charlie Thompson, *Treasurer*

Directors:

- Donna Bennett
- Vann Gouweleeuw
- George Gordon
- Dorothy Noronha
- Tanya Orr
- Brian Redden



Trent Hills & District Chamber of Commerce

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President's message

Happy New Year! We are beginning 2007 with a look back at the Chamber events and activities that have taken place over the past year. Serving our membership takes on many forms and, as you will see from the inside pages a review of the past year we have successfully met the needs of a very diverse business community.

The value of partnering with various organizations is clearly evident in the Chamber's goals and activities. In recognition of the power of the partnership, our theme for this new year is **Partners In Action**.

First and foremost is you our Chamber Member and we encourage you to take advantage of the many benefits we provide and to participate in the events and activities offered during the course of the year. Please share your ideas, insights and feedback on new or existing programs – they are for your benefit.

Our partnerships with the Municipality of Trent Hills, the Trent Hills Economic Development Committee, Hastings Business Association, Warkworth Business Association and Campbellford Business Improvement Area continue to be a priority as well. The Chambers Northumberland partnership of the four county chambers is also key to our enhancing the services and benefits provided to our Membership.

The Celebration of Business Excellence is taking place on Saturday, February 24th. We have included a nomination application. Please take a moment to submit your nomination. We have added two new awards this year: Accessibility, to raise awareness of pending provincial legislation; and Partners in Action, to recognize the achievements of local partnership initiatives.

Wishing everyone continued success and prosperity in 2007!

—Karen Gainor, *President*



Training Session

Monday, January 15

9 am to 4:30 pm

Island Park Retirement Suites, Campbellford

Program provides the basics of excellent and consistent customer service and focuses on the important role of the individual in building client loyalty and creating a positive impression.

Participating businesses eligible for Service Excellence Organization Designation

Exclusive offer to chamber members: \$58.30 Non chamber members: \$84.80

Limited space—sign up today! 653-1551

A Look at the Past Year

January

The Chamber's renewed focus on the business community provided the opportunity to revamp the business awards—*Celebration of Business Excellence*. An overwhelming response was received and congratulations were extended to all 46 nominees in 13 different categories.

Shop Local Shop Smart Campaign instituted by the chamber was completed with the compilation of a shopping local survey. A shop local logo was created and distributed to participating chamber members.

February

The *Annual General Meeting* was held and the 2006 board of directors was elected. Past-president, Doreen Sharpe, was recognized for her commitment, dedication and boundless energy. The board appointed Karen Gainor as the President, Neil Graham, Vice-President, and Charlie Thompson will continue as Treasurer.

The *Celebration of Business Excellence* was a sold-out event, recognizing 46 nominees and 13 award recipients. In addition to several new award categories, a Tony Edwards Memorial Award was presented.

Two more Chambers Northumberland initiatives were organized: *Funding Fair for Business*, an introduction of traditional and non-traditional sources for Northumberland

County businesses; and *Power of the Chamber* with Nancy Hughes Anthony, President and CEO of the Canadian Chamber of Commerce, focused on the network of Chambers across Canada that affect change in federal, provincial and local governments.

Shop Local Survey respondents were eligible for a chance to win a shopping spree at participating local businesses. Chris Charlebois and her three children were the lucky winners of \$1000 in *Trent Hills Shop Local Dollars*.

March

The chamber attended a *Public Information Meeting* hosted by the municipality seeking input on proposed 2006 reconstruction of water mains and sanitary sewers in downtown Campbellford. Municipal council deferred the repairs to 2007, following input from the Chamber, Campbellford BIA and other local businesses.

Results of the *Shop Local Survey* were shared with the local business associations and municipal economic development committee. 218 surveys were completed and customer service was identified as a priority to securing the local market.

April

“A Positive Mental Attitude +Goals + Motivation= Success” was just one of the many inspiring messages from

Capturing the Local Market Workshop keynote speaker, Ron Downey. The workshop also featured breakout sessions covering marketing, visual merchandising, funding and developing a business plan.

The Chamber made a presentation at the *Trent Hills Economic Development Summit* reviewing the shop local survey results.

The 2006 *Trent Hills Visitor Guide* debuted at the Toronto Wine & Cheese Show. The chamber is the publisher of the guide, and 30,000 copies were printed.

The newsletter featured two new columns: *Committee Updates*, to keep members informed about chamber committee events and activities; and *Member News* a column featuring important news from our membership.

May

The Chamber struck a committee, *Government Relations*. The activities of this committee are not new to the chamber, but instead formalizes what the board has always done in the past and will increase communications between the various levels of government, providing opportunities to be proactive, rather than reactive. The mandate of the committee is achieved through the following goals and objectives: Monitor and interpret government legislation that will impact

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A Look at the Past Year

(May continued)

business and make recommendations for action to the board of directors; involve members with interest and or/ expertise to prepare reports and submissions as required; lobby government representatives and other interest groups on proposed legislative, economic development and business issues.

June

Visitor Information Centre was given a facelift, with a new coat of paint and a more visitor-friendly configuration. A design concept was created for future renovations.

The *Membership Committee* proposed a code of commitment, a common practice already adopted by several chambers to present a unified accountability going forward.

A *marketing campaign* featuring daytripping started with print advertising targeting Cobourg, Port Hope, Belleville and Peterborough. Tourism committee began exploring options to deliver a television advertising marketing campaign.

The *Chamber partnership* was recognized at the official opening of the Waterfront Development in Campbellford. A \$25,000 commitment was made in 2000, and to date \$15,000 in revenues from Old Mill Park Docking fees has been contributed.

Government relations committee members met with government officials to review the committee's mandate and open the lines of communication. Discussion with MPP Lou Rinaldi included the proposed growth plan—Places to Grow—and it was clarified that Northumberland County would be included in this growth plan. It was stressed with MP Rick Norlock the need for funding for Eastern Ontario and the continuation of the Eastern Ontario Development Fund.

July

A *CHEX TV advertising* campaign partnership was developed with members from the Chamber's tourism committee, the Municipality, the Campbellford BIA, Warkworth Business Association and Hastings Business Association.

August

Chambers Northumberland partnered with the Campbellford Women's Network to host a *Municipal Campaign Training Workshop*.

Tourism committee developed *Terms of Reference*. Committee Structure: Chamber President, three chamber board members, Executive Director, Community Development Officer, three industry stakeholders. Term: The chair of the committee to be appointed by the board of directors for a two-year term, committee members are a one-year term. Terms to coincide with the Chamber's Annual

General Meeting.

Mandate: To promote Trent Hills as a tourism destination and to increase consumer spending to support the businesses of Trent Hills. Goals & Objectives: Guide and advise the board of directors to fulfill the terms of the Municipal Fee For Service Agreement; and to propose programs related to tourism development not included under the scope of the fee for service agreement.

September

A 3-month Visit Trent Hills marketing campaign begins airing on CHEX TV—through the partnership of the municipality, the chamber, and the three business associations. More good news—the campaign receives a contribution from the *Eastern Ontario Development Program* through Northumberland Community Futures Development Corporation.

The chamber was at the 5-day *International Plowing Match* in Keene to promote the area to visitors.

The chamber created a new website, www.VisitTrentHills.ca, to establish a visitor-friendly portal to the existing Trent Hills tourism site and to track television marketing results. The tourism committee developed a driving tour "*Trent Hills Flavour Break*" to encourage visitors to take a break from the ordinary and

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A Look at the Past Year

(September continued)

experience the unique tastes of the area. Funding was received from the Eastern Ontario Development Program to market the tour to the Quinte area. A brochure was developed to use year-round.

October

The municipality releases a report and action plan resulting from the *Business Retention and Expansion Survey (BR & E)* that the Trent Hills Economic Development Committee has completed over the past year. The Chamber is identified as taking a leadership role in two areas: customer service training and marketing collaboration.

The Chamber organized and hosted an *All Candidates Night* with approximately 200 in attendance. Each council position was contested and all 12 candidates participated.

November

The Chamber hosted a *Tourism Marketing Focus Group* to address the need for collaborative marketing efforts as identified in the BR & E Action Plan. The Tourism Committee reviewed their mandate and past marketing

campaigns. Presentations were made by Northumberland Tourism and the Warkworth Business Association, followed by a round table discussion amongst the 23 participants.

The Chamber hosted a tourism booth at the *Fall Cottage Life Show* in Toronto.

The Board approved a *membership rate increase*, and fees still continue to be very economical in comparison to other chambers. New this year, the renewal notices included a convenient automatic renewal option, personal information policy and code of commitment.

December

Another Chambers Northumberland project is announced—*Customer Service Excellence*. Support from the Eastern Ontario Development Program through Northumberland Community Futures Development Corporation will enable each chamber to deliver Customer Service Excellence in a cost-effective convenient manner to local businesses. The BR & E action plan prioritizes customer service as a skill development for our local workforce.

NOTICE

TRENT HILLS & DISTRICT CHAMBER OF COMMERCE Annual General Meeting

Saturday, Feb. 24,
5:30 p.m.

at Island Park Retirement Suites
Trent Dr., Campbellford

*Reports on the annual
business will be presented
and a board of directors elected.*

Celebration of Business Excellence

Saturday, February 24

7 pm

Wine & Hors' doeuvres Reception

8 pm

Awards Ceremony

Tickets:

\$25 plus GST for Chamber Members

\$30 plus GST for Non-members

Call the chamber at 653-1551 to reserve.

Dates to Remember:

Friday, January 5—Business Award Nominations Open

Monday, January 15—Business Excellence Workshop

Wednesday, January 24—Business Award Nominations Close



Together We Can Make It Happen